



## Trapped indoors this winter? Rocky's Ace Hardware has a project for you

*Winter is the best time of year for indoor paint projects*

Rocky's Ace Hardware, a family-owned business with neighborhood-based stores in 6 states, is eager to remind customers that the winter months are the perfect time to get a jump start on your summer household projects. In addition to utilizing time that otherwise would be spent housebound, winter painting projects bring benefits including money and time savings.

Winter is traditionally a slow time for painting contractors. As a result, many professional painters are more apt to reduce their fee on an interior painting job in the winter than during the busy summer months. Normally, exteriors paint projects run on a clock that starts when the sun comes up and ends when the sun goes down. But, even if the sun goes down at four in the afternoon, you can have a painter work from nine to five with no problem since you're indoors. This gives you the flexibility to get the job done and ensures you can get it done quickly.

While the summer may have its benefits, there are parts about it that painting contractors don't enjoy, mainly the humid summer air which slows down the paint drying process. This issue holds up paint projects, adds time to tasks and generally makes interior painting a bit more expensive than normal. In the winter, with just a small crack of the window, these problems aren't as prevalent. One of the final advantages that comes with conducting interior paint jobs in the winter is you'll have more time and money this summer to focus on other household projects.

For homeowners and do-it-yourselfers, the dreary winter months create an opportunity to brighten up the home's interior. Aside from time and money savings, interior painting during the winter provides the benefit of visual stimulation, which can dramatically lift the mood of the entire room and all those who enter it.

Selecting the right paint color for your project can be a difficult decision with so many tints to choose from. The professionals from The Paint Studio at Rocky's share the six steps to choosing the perfect paint color for any room:

1. **Identify Your Goals** – Define your goals before collecting paint swatches. Consider who's going to use the room, what look you're trying to achieve and how much use the room will receive.
2. **Develop a Design** – Based on your goals, create a design plan or mood board. Pick three to five words that describe your ideal room. Your keywords can direct you toward a suitable color scheme.
3. **Gather Inspiration** – Start gathering design ideas. Think about colors that capture a certain mood or complement accent pieces that you own.
4. **Build a Color Palette** – To create a room that has a polished appearance, pick one main color and two accent tones for the trim and accessories. Make sure that your new paint color goes well with your existing items.
5. **Collect Paint Chips** – Once you've narrowed down your choices, pick a handful of paint swatches at your local Rocky's Ace Hardware. Don't limit yourself too much. Choose several hues so you can get a better idea of which colors look best in the room you're painting.
6. **Pick Paint Samples** – Finally, pick up paint samples for three to five of your favorite colors. Paint a section of the wall, or use poster board. Paints look different during the day and at night.

With proper planning and execution, professionals and do-it-yourselfers alike can tackle household paint projects this winter. Should any questions arise, the professionals at The Paint Studio at the local Rocky's Ace Hardware are ready to offer more helpful tips and tricks.

**About Rocky's Ace Hardware**

Rocky's Ace Hardware, your neighborhood store for paint, hardware, lawn & garden and pet supplies has been in continuous operation, under the same family ownership, since opening its first location in Springfield, MA in 1926. From one modest store to now over 32 convenient locations throughout Connecticut, Florida, Maine, Massachusetts, New Hampshire and Rhode Island. Rocky's has become one of the county's largest Ace Hardware dealers, noted for its exceptional customer service and vast product selection. For more information, visit [rockys.com](http://rockys.com).

###